Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended)   A method for applying a finishing agent to non-woven fabric during production of the non-woven fabric, the method comprising:

(a)   providing a production line for producing a web of non-woven fabric;

(a)(b)   substantially continuously forming a web of non-woven fabric using an apparatus for forming a-said non-woven fabric deployed in said production line, said non-woven fabric having a moisture content greater than 10%;

(b)(c)   passing said non-woven fabric from said apparatus for forming a non-woven fabric to a finishing unit deployed in said production line, said moisture content remaining greater than 10%;

(c)(d)   applying the finishing agent to said non-woven fabric using said finishing unit, while said moisture content of said non-woven fabric is greater than 10% by weight; and

(d)(e)   subsequently drying said non-woven fabric together with said finishing agent using a drying unit deployed in said production line.

2. (original)   The method of claim 1, wherein said applying the finish is an in-line process of the production of the non-woven fabric.

3. (original)   The method of claim 1, wherein said formation is by a hydro-entanglement process.

4. (original)   The method of claim 1, wherein said formation is by a wet-laid process.

5. (original)   The method of claim 1, wherein said formation is by a dry-laid process.

6. (original)   The method of claim 1, further comprising removal of at least a portion of production water from said non-woven fabric prior to said applying.

7. (original)   The method of claim 6, wherein said removal of at least a portion of production water from said non-woven fabric renders water content of said non-woven fabric in a range of between 80%-150% by weight.

8. (original)   The method of claim 7, wherein said removal of at least a portion of production water from said non-woven fabric is implemented as dewatering followed by a preliminary drying process, thereby rendering water content of said non-woven fabric in a range of between 10%-80% by weight.

9. (original)   The method of claim 1, wherein said applying is substantially uninterrupted application along said substantially continuous non-woven fabric.

10. (original)   The method of claim 1, wherein said applying of the finishing agent is accomplished using a rotary finishing application system.

11. (original)   The method of claim 1, wherein said rotary finishing application system is implemented as a rotary screen printing system.

12. (original)   The method of claim 1, wherein said rotary finishing application system is an engraving roll printing system.

13. (original)   The method of claim 1, wherein said applying of the finishing agent is implemented as applying a paste.

14. (original)   The method of claim 1, wherein said applying of the finishing agent is implemented as applying a foam.

15. (original)   The method of claim 1, wherein said applying of the finishing agent includes applying a detergent additive.

16. (original) The method of claim 1, wherein said applying of the finishing agent includes applying a scent producing additive.

17. (original) The method of claim 1, wherein said applying of the finishing agent includes selective applying a colorant.

18. (original) The method of claim 17, wherein said applying of the finishing agent includes selective applying a graphic design.

19. (currently amended)   A method for applying a finishing agent to non-woven fabric during production of the non-woven fabric, the method comprising:

(a)   providing a production line for producing a web of non-woven fabric;

(a)(b) substantially continuously forming a web of non-woven fabric using an apparatus for forming a said non-woven fabric deployed in said production line;

(b)(c) passing said non-woven fabric from said apparatus for forming a non-woven fabric to a finishing unit deployed in said production line; and

(c)(d) applying the finishing agent to said non-woven fabric using said finishing unit, as an in-line process in the production of the non-woven fabric.

20. (original) The method of claim 19, wherein said formation is by a hydro-entanglement process.

21. (original) The method of claim 19, wherein said formation is by a wet-laid process.

22. (original) The method of claim 19, wherein said formation is by a dry-laid process.

23. (original) The method of claim 19, further comprising removing at least a portion of production water from said non-woven fabric.

4

24. (previously amended)   The method of claim 19, wherein said removal of at least a portion of production water renders water content of said non-woven fabric in a range of between 10%-80% by weight.

25. (original) The method of claim 19, wherein said applying is substantially uninterrupted application along said substantially continuous non-woven fabric.

26. (original) The method of claim 19, wherein said applying of the finishing agent is accomplished using a rotary finishing application system.

27. (original) The method of claim 26, wherein said rotary finishing application system is implemented as a rotary screen printing system.

28. (original) The method of claim 26, wherein said rotary finishing application system is an engraving roll printing system.

29. (original) The method of claim 19, wherein said applying of the finishing agent is implemented as applying a paste.

30. (original) The method of claim 19, wherein said applying of the finishing agent is implemented as applying a foam.

31. (original) The method of claim 19, wherein said applying of the finishing agent includes applying a detergent additive.

32. (original) The method of claim 19, wherein said applying of the finishing agent includes applying a scent producing additive.

33. (original) The method of claim 19, wherein said applying of the finishing agent includes selectively applying a colorant.

34. (original) The method of claim 33, wherein said applying of the finishing agent includes selectively applying a graphic design.

35-53 (withdrawn)